Iowa WIC Approved Foods List

Policy

Iowa Code: Foods approved for the Iowa WIC Program must conform to the provisions of the Iowa Administrative Code.

Authority

Iowa Administrative Code 641 IAC 73.9

Procedures

The table below contains the WIC approved foods for the Iowa WIC Program as of January 1, 2022.

Iowa WIC Program Approved Foods List as of January 1, 2022

Food Category	Approved Brands or Varieties	
CEREAL	Ready to Eat Cereal: 12 oz. or larger	
Cereal is brand and flavor specific Any combination of approved cereals up to the total ounces specified	General Mills: Cheerios – only Plain*+, Multi-Grain*+ and Multi-Grain Strawberry*+; Chex – only Corn+, Rice+, Wheat*, Vanilla+, Blueberry*+, and Cinnamon+; Kix – only Plain*, Berry Berry* and Honey*; Sesame Street – only Berry* and Cinnamon*; Total*; Fiber One Honey Clusters*; Wheaties*	Hot Cereal: Plain and Whole Grain*; includes 1 minute, 2 ½ minutes and 10 minutes Cream of Rice+ Malt-O-Meal Chocolate Malt-O-Meal Original COCO Wheats
Minimum package size for national brands and store brands is 12 ounces. NO added fruit, yogurt or nuts + Gluten free * Whole grain cereals	Kelloggs: All Bran*; Corn Flakes - only Regular or Cinnamon; Crispix; Frosted or Unfrosted Mini Wheats – only Plain*, Mixed Berry*, Strawberry*, Blueberry*, Touch of Fruit*, Pumpkin Spice*, Cinnamon Roll* and Bite Size*; Lil Bites Chocolate*, Special K – only Original and Banana*; Special K Protein - only Honey Almond, Ancient Grains* and Original Touch of Cinnamon*; Rice Krispies	Malt-O-Meal: Corn Flakes; Crispy Rice; Frosted Mini-Spooners – Plain only* Kashi: Honey Toasted Hearts & O's, Warm Cinnamon Hearts & O's
	Post: Grape-Nuts – only Original* and Flakes*; Great Grains - only Banana Nut Crunch* and Crunchy Pecan*; Honey Bunches of Oats - only Almonds, Cinnamon Bunches, Honey Roasted, Pecan & Maple Brown Sugar, Whole Grain Honey Crunch*, Whole Grain with Vanilla Bunches*	Quaker: Life – only Plain*, Strawberry* and Vanilla*; Oatmeal Squares* - only Brown Sugar, Cinnamon, Golden Maple, and Honey Nut

• Only these store brands 12 oz. or larger Bran Flakes*, Corn Flakes, Corn Always Save Biscuits/Corn Squares, Crisp(y) **Best Choice** Rice, Crispy Hexagons/Twin Grain Best Yet Crisp, Frosted Shredded Wheat*, Centrella Frosted Bite-Size Shredded Clear Value Wheat*, Multigrain Toasted Oats*/ Essential Everyday Multigrain Tasteeos*/Multigrain Fareway/Fastco Medley*/Spins*, Nutty Food Club Nuggets*/Crunchy Nuggets*/ Great Value Nuggety Nuggets*/Wheat and НуТор Crunchy*, Oats and More/Oats and Hy-Vee More with Almonds/Honey and **IGA** Oats, Oat Wise*/Simply Living*/4 Kemach Corner Crunch*/Live it Up!/Live Kiggin's Life @ 100%/Crunchy Oat Market Pantry Squares*, Oatmeal Squares*/Oat Our Family Squares*, Rice Biscuits/Rice Save-A-Lot Squares, Toasted Oats*/ Tasteeos*/ Schnucks Happy O's*/Rollin Oats*, Wheat Shurfine Flakes*, Wheat Squares*/Wheat Signature Select Biscuits* That's Smart Valu Time

Food Category	Approved Brands or Varieties	
100%	 Must say "100% whole wheat" on the package and whole wheat must be the first ingredient on the label. 	
Whole Wheat Bread/Buns NO added fruit,	16 ounce loaf 100% whole wheat loaf approved brands include: Arnold Light 100% Whole Wheat Aunt Millie's 100% Whole Wheat Best Choice 100% Whole Wheat Best Yet 100% Whole Wheat	
nuts and seeds	Bunny 100% Whole Wheat Family Choice 100% Whole Wheat Fareway 100% Whole Wheat	

Great Value Whole Wheat

Healthy Life 100% Whole Wheat

HyVee 100% Whole Wheat

IGA 100% Whole Wheat

Lewis Bake Shop 100% Whole Wheat

Nature's Own 100% Whole Wheat

Our Family 100% Whole Wheat

Ozark Hearth 100% Whole Wheat

Pepperidge Farm Stone Ground 100% Whole Wheat

Pepperidge Farm Very Thin Sliced 100% Whole Wheat

Roman Meal Sungrain 100% Whole Wheat

Sara Lee Classic 100% Whole Wheat

Schnucks 100% Whole Wheat

Shurfine 100% Whole Wheat

Shurfresh 100% Whole Wheat

Signature Select 100% Whole Wheat

SunnyBrook 100% Whole Wheat

Village Hearth 100% Whole Wheat

20 ounce loaf 100% whole wheat approved brands include:

Best Choice 100% Whole Wheat Sandwich Bread

HvVee 100% Whole Wheat

Nature's Own 100% Whole Wheat

Nature's Harvest 100% Stone Ground Whole Wheat

Sara Lee Classic 100% Whole Wheat

Sara Lee Delightful 100% Whole Wheat

Signature Select 100% Whole Wheat

Village Hearth 100% Whole Wheat

24 ounce loaf 100% whole wheat (fully breastfeeding women only)

brands include:

Arnold Dutch Country 100% Whole Wheat

Aunt Millie's Best Grains 100% Whole Wheat

Aunt Millie's Homestyle 100% Whole Wheat

Best Choice 100% Whole Wheat Sandwich Bread

Brownberry 100% Whole Wheat

Brownberry Natural 100% Whole Wheat

Country Hearth 100% Whole Wheat

Fiber One 100% Whole Wheat

Nature's Pride 100% Whole Wheat

New England 100% Whole Wheat

Oroweat Whole Grain 100% Whole Wheat Our Family Country Style 100% Whole Wheat Pepperidge Farm Farmhouse 100% Whole Wheat Pepperidge Farm Whole Grain 100% Whole Wheat Sara Lee Hearty & Delicious 100% Whole Wheat Village Hearth NE 100% Whole Wheat Wholesome Harvest Stone Ground 100% Whole Wheat 16 ounce buns 100% whole wheat packages approved brands include: Arnold 100% Whole Wheat Sandwich Buns Brownberry 100% Whole Wheat Sandwich Buns Brownberry 100% Whole Wheat Hot Dog Buns Healthy Life 100% Whole Wheat Sandwich Buns Healthy Life 100% Whole Wheat Hot Dog Buns Natures Harvest 100% Whole Wheat Hamburger Buns Natures Harvest 100% Whole Wheat Hot Dog Buns Oroweat 100% Whole Wheat Hot Dog Buns Sara Lee 100% Whole Wheat Hamburger Buns Sara Lee 100% Whole Wheat Hot Dog Buns Wonder 100% Whole Wheat

Food Category	Approved Brands or Varieties	
Brown	14-16 ounce package includes instant and boil-in-bag	
NO added flavoring	16 ounce any brand of plain regular brown rice	
Oatmeal	Quick or Old Fashioned	
Oatmeal is brand specific	16 oz. Container: Mom's Best Best Choice Our Family	
100% Whole	Any Brand 16 oz.	

Wheat Pasta

NO added sugars, fats, oils or salt

NO pasta made from rice, quinoa, flax, corn or vegetables • Any shape including spaghetti, spirals, penne, rotini, elbows, macaroni or shells

Soft Corn and Whole Wheat Tortillas

No added flavoring

• 16 ounce package

Corn Tortillas (Yellow or White):	Whole Wheat Tortillas:
Azteca	Azteca
Best Choice	Best Choice
Best Yet	Buenavita
Calidad	Celia's
Carlita	Chi-Chi's
Celia's	Food Club
Chi-Chi's	Frescado
Don Poncho	Great Value
Essential Everyday	Hormel
Food Club	HyVee
Frescado	IGA
Guerrero	La Banderita

Herdez Mama Laupe's
HyVee Mission
IGA Ortega
La Banderita Our Family
La Burrita Schnucks
Mama Lupe's Shurfine
Mission Signature Select

Our Family Pepito

Sara Lee Shurfresh Tia Rosa

Food Category	Approved Brands or Varieties	
CANNED BEANS	• Any Brand 15 -16 oz.	
NO baked beans, refried bean or chili beans NO soup or soup mix NO added vegetables, fruits, meat, sugars, fats, or oils	 Regular, low-salt or no-salt Includes: black, black-eyed peas, butter, cannellini, garbanzo (chickpeas), great northern, kidney, lima, navy, pinto, red, split peas 	
DRIED BEANS AND PEAS NO mixed beans or soup mix NO added vegetables, fruits, meat, sugars, fats, or oils	 Any brand in 16 ounce packages Includes: black, black-eyed peas (cow peas or cow beans), kidney, garbanzo (chickpeas), great northern, lentil, limas (butter beans), navy, pinto, red, soybeans, split peas 	
PEANUT BUTTER	Any brand in containers of 16-18 ounces	
NO peanut butter spreads	Includes: chunky, crunchy, creamy, smooth, low sodium and reduced	

or reduced fat	sugar
NO added marshmallows, honey, almonds, jelly, chocolate or similar ingredients	 Must contain more than 90% peanuts and no more than 55% fat
NO bulk or freshly ground	
NO refrigerated	
CANNED TUNA	Any brand of chunk light tuna including water packed and oil packed
NO added ingredients	Minimum container size of 5 ounces; includes cans and foil pouches
NO white albacore, solid or Yellowfin tuna	Includes regular and low sodium
cans and foil pouches	
CANNED SALMON	Any brand of pink salmon with or without bones and skin
NO chum or red salmon	Minimum container size of 5 ounces; includes cans and foil pouches
NO added ingredients	Includes regular and low sodium

Food Category Approved Brands or Varieties 64 ounce Bottles - Shelf Stable JUICE Apple juice: Blended fruit juice (all flavors of Only these Always Save, Apple & Eve, these brands): brands, flavors Baymist, Best Choice, Best Yet, Apple & Eve Cranberry Blends, and container Best Choice, Best Yet, Big Tex, Big Tex, Corner Store, Essential sizes Everyday, Fareway, Food Club, Great Value, Food Club, HyVee Great Value, Harvest Classic, Cranberry and Pomegranate Approved HyTop, HyVee, IGA, Juicy Juice, Blends, HyVee Just Juice, IGA, brands and Langers, Market Pantry, Mott's Juicy Juice, Langers, Libby's, flavors also Original, Mrs. Clark's, Ocean Market Pantry, Mott's Apple blends include calcium-Spray, Old Orchard, Our Family, Northland Cranberry Blends, fortified juices Schnucks, Seneca, Shurfine, Ocean Spray ,Old Orchard, Our Family, Schnucks, Shurfine, Signature Select, Texsun, Tipton Only 100% Grove, Tree Top Signature Select, Texsun, Welch's unsweetened fruit juice **Grape juice:** White, Purple or Red Grapefruit juice: White, Pink or Only 100% Always Save, Baymist, Best Ruby Red vegetable juice Choice, Best Yet, Big Tex, All brands of 100% grapefruit juice Essential Everyday, Fareway, Food NO drinks, ades, Club, Great Value, HyTop, HyVee, nectars, juice IGA, Langers, Market Pantry, beverages, Midwest Country Fare, Mrs. infant juices, Clark's, Ocean Spray, Old Orchard, cocktails, Our Family, Schnucks, Shurfine, twisters or Signature Select, Texsun, Tipton coolers Grove, Welch's Orange juice: Pineapple or Pear juice: All brands of 100% orange juice, Best Choice, Big Tex, Everyday with or without pulp Essential, Fareway, Food Club, Great Value, HyTop, HyVee, IGA, Langers, Libby's, Old Orchard, Our Family, Schnucks, Signature Select, Texsun Tomato juice or Blended Vegetable juice:

Best Choice, Best Yet ,Big Tex, Campbell's (Regular, Healthy Request and Low Sodium), Diane's Garden, Essential Everyday, Fareway, Food Club, Garden Fest, Great Value, HyTop, HyVee, IGA, Langers, Market Pantry, Mrs. Clark's, Our Family, Schnucks, Signature Select, Texsun, V-8 Plain only

Food Category	Approved Brands or Varieties		
Juice	• 11.5 - 12 ounce - frozen (single flavors only)		
Only these brands, flavors and container sizes	Apple juice: Best Choice, Food Club, Great Value, HyTop, HyVee, IGA, Market Pantry, Old Orchard, Our Family, Seneca, Shurfine, Tree Top	Pineapple juice: Dole, Langers, Market Pantry, Old Orchard	
Approved brands and flavors also include calciumfortified juices Only 100% unsweetened fruit juice NO drinks, ades, nectars, juice	Grape juice: White or Purple Best Choice, Food Club, Great Value, Market Pantry, Old Orchard, Seneca, Welch's (with yellow end cap only	Grapefruit juice: White, Pink or Ruby Red All brands of 100% grapefruit juice	
	Orange juice: All brands of 100% orange juice Includes added calcium, with pulp, and pulp-free		
beverages, infant juices,	32 ounce Bottles - Shelf Stable		
cocktails, twisters or coolers	Tomato Juice or Blended Vegetable Juice: See 64 oz. for brands		
	64 ounce Container - Refrigerated		
	Orange Juice- All brands of 100% orange juice		
	L		

Food Category	Approved Brands or Varieties	
CASH VALUE VOUCHE R FOR FRUITS AND VEGETAB	• Dollar value is specified Fruits: Allowed: Fresh fruit, frozen in juice or water Not allowed: Syrups or added sugars or sweeteners, added fats, oils, or salt.	Vegetables: Allowed: Fresh including any potatoes, bagged salads with no additional ingredients; frozen without added fat, oil, sauces, sugars, pasta or rice;
LES If purchase exceeds value specified, participant may pay the difference	No dried fruit, items from salad or fruit bars, party trays, fruit baskets, fruit and nut mixtures.	Not allowed: Dried vegetables, herbs and spices, items from salad bars, party trays, nuts including peanuts; Frozen french fries, tator tots, potato rounds, diced potatoes, shredded hash browns, or hash brown patties with fats/oils, seasonings or sugars.

Milk

Cow's milk Any brand
pasteurized
with vitamins
added in the
container size
and fat content
specified

Cow's Milk:

1 % Lowfat or Fat Free Skim Milk Evaporated Fat Free Milk Evaporated Whole Milk Nonfat Dry Milk (powdered)

Chocolate – Whole, 1% Lowfat or Fat Free Skim Milk

Milk Alternatives:

Lactose-Free Milk – Lowfat (1%) or Fat Free (e.g., Dairy Ease or Lactaid)

NO rice or nut milks or milk with special health claims	Lactose-Free Milk- Whole (e.g., Dairy Ease or Lactaid) Sweet Acidophilus Milk- Fat free, 1% or 2% Powdered Goat Milk – Nonfat or whole, Meyenberg Brand Only Evaporated Goat Milk – Whole, Meyenberg Brand Only
health claims	Evaporated Goat Milk – Whole, Meyenberg Brand Only

Food Category	Approved Brands or Varieties	
EGGS	Any brand in containers of one dozen	
NO eggs that make special health claims	USDA Grade A, large, white or brown	
CHEESE	Any brand in 8 ounce or 16 ounce packages	
NO sliced,	Chunk, shredded or Mozzarella string cheese	
cubed or crumbles	 Natural and domestic cheeses including Cheddar, Colby, Colby-Jack, Monterey Jack, and Mozzarella 	
NO added ingredients or flavoring	Includes varieties such as medium, sharp, extra sharp	
NO processed cheese, cheese spreads or American cheese	• 2% milk, low-fat, and fat free natural cheeses are also allowed	
NO cheese purchased from a service counter		
TOFU	• 16 ounce packages	
No special	Approved brands:	

health claims	Azumaya – Silken, Firm, Extra Firm House Foods (Premium) – Medium Firm, Firm, Extra Firm
SOY BEVERA GE	• 64 ounce containers Approved brands: 8th Continent Original or Vanilla Soymilk Silk Original Soy Beverage Great Value Original

Food Category	Approved Brands or Varieties	
Yogurt		
Nonfat, lowfat Whole Plain or flavored	32 oz. Whole: Brown Cow: Maple, Plain, Vanilla Dannon: Plain, Strawberry, Vanilla	32 oz. Whole Greek: Chobani Greek: Plain Great Value: Plain
Regular or Greek	Food Club: Vanilla Lucerne: Plain, Vanilla, Strawberry	Good & Gather: Plain, Honey Vanilla
No frozen yogurt, or drinkable	Mountain High: Plain, Vanilla, Strawberry	HyVee: Honey Salted Caramel, Plain, Honey Vanilla
yogurt No added	Oikos: Plain	Greek Gods: Black Cherry Honey, Plain, Strawberry Honey, Vanilla Honey
ingredients such as granola, nuts, honey, candy	Old Home: Plain, Vanilla	Old Home: Plain, Vanilla
pieces, etc.	24 oz. Whole: Country View Dairy: Plain	24 oz. Whole Greek: Greek Gods: Black Cherry, Chocolate Cherry, Chocolate
No "light" yogurts with artificial sweeteners or	Siggi's: Plain, Touch of Honey	Mocha, Chocolate Strawberry, Honey, Honey Blueberry, Honey Lemon, Honey Orange, Honey
stevia		Peach, Honey Salted Caramel, Maple, Strawberry Honey, Vanilla Honey, Pumpkin Spice

24 oz. LowFat: Anderson Erikson: Plain, Vanilla, Strawberry, Cherry Vanilla Country View Dairy: Plain, Vanilla, Strawberry Land O Lakes: Peach, Raspberry, Strawberry, Strawberry, Strawberry, Strawberry-Banana, Vanilla Siggi's: Plain, Vanilla	24 oz. LowFat Greek: Greek Gods: Plain Country View Dairy: Plain
24 oz. NonFat: Land O Lakes: Light Plain Siggi's: Plain, Vanilla	24 oz. NonFat Greek: Greek Gods: Plain
32 oz. LowFat: Best Choice: Vanilla, Plain, Strawberry	32 oz. NonFat: Best Choice: Plain, Vanilla
Best Yet: Plain, Vanilla Coburn Farms: Plain, Vanilla	Best Yet: Plain, Vanilla Brown Cow: Plain, Vanilla, Cream Top Plain
Dannon: Plain, Strawberry, Strawberry-Banana, Vanilla Everyday Essentials: Strawberry,	Dannon: Plain, Strawberry, Strawberry-Banana
Blueberry, Vanilla, Plain	Everyday Essentials: Plain
Great Value: Strawberry Banana, Peach, Strawberry, Vanilla	Great Value: Plain, Strawberry
HyVee: Blueberry, Peach, Vanilla, Strawberry, Strawberry-Banana	HyVee: Plain Lucerne: Plain
Lucerne: Vanilla, Strawberry, Plain	Market Pantry: Plain
Market Pantry: Vanilla	Mountain High: Plain, Vanilla
Mountain High: Plain, Vanilla	Oikos: Plain w/ Maple, Plain

w/Honey, Vanilla Bean, Anything Oikos: Pro Plain but Plain Our Family: Blueberry, Peach, Old Home: Plain, Vanilla Strawberry, Vanilla Our Family: Vanilla, Plain, Prairie Farms: Blueberry, Peach, Strawberry Strawberry, Vanilla Schnucks: Plain Schnucks: Vanilla, Strawberry, Shurfine: Plain Plain Yoplait: Blueberry, Strawberry, Vanilla, Peach, Strawberry-Banana 32 oz. NonFat Greek: **Yogurt Tubes 8- 2oz. LowFat:** Best Choice: Plain, Vanilla Chobani Greek: Strawberry Chobani: Blueberry, Plain, Vanilla, Chobani Kids: Strawberry Banana Strawberry Coburn's Yo Whoa: Strawberry & Blueberry Chobani Simply: Vanilla Great Value: Strawberry/Blueberry, Coburn Farms: Vanilla MelonBerry & Strawberry Dannon Light &Fit: Plain Go Gurt: Strawberry, Cotton Candy/Melon Berry, Strawberry Fareway: Plain, Vanilla Riptide/SpongeBob Berry,Super Punch/Hero Berry, Berry/Strawberry, SpongeBob Food Club: Plain, Vanilla Berry/Strawberry Splash, Sour Patch Kids Red Berry/Blue Good & Gather: Plain, Vanilla Raspberry, Jolly Rancher Green Great Value: Plain, Vanilla Apple Watermelon Hershey's Cookies N Crème HyVee: Plain, Vanilla, Strawberry Siggi's; Strawberry Nostimo: Plain, Vanilla, Strawberry Oikos: Anything but Plain, Vanilla Bean, Plain w Maple, Plain w

Honey	
Old Home: Plain, Vanilla	
Open Nature: Plain, Vanilla	
Our Family: Plain, Vanilla	
32 oz. LowFat Greek: Chobani: Plain, Mad. Vanilla & Cinnamon, Two Good: Plain	Yogurt Tubes 8- 2 oz. Whole: Brainiac: Strawberry, Strawberry Banana, Mixed Berry, Cherry Vanilla
	Yogurt Tubes 16- 2 oz. LowFat: Go Gurt: SpongeBob Berry/Strawberry Splash, Berry/Cherry, Strawberry Ice Castle/Vanilla Flurries, Red Berry/Blue Raspberry
	Simply Go Gurt: Strawberry/Mixed Berry

Food Category	Approved Brands or Varieties	
INFANT FORMUL	 ONLY the brand of formula listed ONLY the container size listed 	
A or WIC ELIGIBLE NUTRITI ONALS	ONLY the type of formula (powder, liquid concentrate or ready to use) specified	
NO substitutions		

INFANT	8 ounce and 16 ounce packages	
CEREAL	 Includes rice, oatmeal, multigrain and whole wheat 	
NO added fruit	Approved brands include: Beechnut	
NO added formula	Gerber Tippy Toes Gerber Organic	
NO added milk	Earth's Best	
NO special claims such as added DHA/ARA		
INFANT	• 4 ounce containers, single or twin pack	
FRUITS AND	Includes fruits or vegetables, single flavor or blend	
VEGETAB LES	May include white potatoes as an ingredient but not the primary ingredient	
NO added sugars,	 Infants 9-11 months may receive a CVV for the purchase of fresh fruits and vegetables in lieu of a portion of the infant food fruits and vegetables. 	
starches or salt	Approved brands include:	
NO desserts	Beechnut Stage 2 – Beechnut Stage 2 Organics Gerber 2nd Foods - Gerber Organic 2nd Foods	
NO dinners	Tippy Toes Stage 2 - Tippy Toes Organic Stage 2	
INFANT	• 2.5 ounce containers	
MEATS	 Single flavor, beef, chicken, ham or turkey Includes pureed meat and gravy or broth 	
NO dinners		
NO meat sticks	Approved brands include: Beechnut Stage 1 Gerber 2nd Foods	
NO added	Tippy Toes Stage 2 Earth's Best Organic	

sugars	
NO added salts	